

ECONOMIC DEVELOPMENT COMMISSION MEETING

Wednesday, April 3, 2013
12:00 p.m.
Auburn City Hall
1225 Lincoln Way, **Room 9**

CALL TO ORDER

ROLL CALL:

Commission Members Present: Harvey Roper, Bud Richardson, Teri Tait-Wilson, Randy Wagner, Keith Nesbitt, Monti Reynolds, Bridget Powers

Staff: City Manager Bob Richardson and Deputy City Clerk Amy Lind.

1. Call to Order at 12:05 p.m.
2. Public Comment

None.
3. EDC Business

Work Plan and FY13/14 Budget

Harvey reviewed the EDC budget from FY 12-13. Bob handed out information on current economic indicators and a current project list. Conversation followed regarding continuing the CEO email marketing campaign as a hand selected yearlong campaign via mail. The commission discussed how to create a fun, creative, interesting, viral campaign. Randy suggested breaking down the focus for the next year as 3 categories: 1) marketing, 2) projects and 3) program to create the budget. The key markets identified were: 1) people (in-town and out of town), 2) Businesses and 3) The Adventure Destination. Randy suggested setting a goal for occupancy at the airport. Keith said a long range goal is to have zero vacancy. Keith stressed including funds to support the adventure destination in this coming year's budget. He also talked about being able to fund start-up events in town. Monti suggested having a contest for marketing ideas for the canyon. The next meeting will further focus on how to organize the year, who wants to be involved and what it will cost.

4. Next Meeting Date
April 11, 2013 at 5:30 p.m.

Adjournment at 1:20 p.m.